

## Program Data Sheet

Name of Event: Easter Egg Splash			Pilot Program
			Revised program
		x	Repeat Program
Date: April 7, 2007		Day of Week: Saturday	Time: all day
Location: Indoor Pool		Information Phone #:	Price: \$2 Non-Members, \$1 Members
Program Coordinator: Mike Carlomany			
Phone #: 757-788-3301		Fax #: 757-788-3345	e-mail Address:
Purpose of the Event: Holiday Event			
Indicator/Measure of Success: Attendance of 25 or more, no injuries, successful completion			
After Action Report (AAR) Comments from Prior Event(s):			

### Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Casemate, Web, flyers, email	Publicity				
	Equipment				
	Supplies				
	Audio/video				
	Decorations				
	Food & Beverages				
	Procurement				
	Set-up / Clean-up				
	Other				

## After Action Report

Financial Analysis		
Merchandise Sales:	18.00	Notes: *Early bird pool pass sales
COGS:	9.87	
Ticket Sales:	98.00	
Other Revenues:	600.00*	
Labor:	100	
Other Expenses:	33.08	
NIBD:	573.05	

Program Analysis	
Attendance: 60	
Indicator/Measure of Success: No injuries, Great Comments, Attendance of 60	
Elements to Change: Offer small toy prizes to children separate and in addition to the gift certificates awarded	
Elements to Eliminate:	
Elements to Add:	
Other Comments: Preparation and set-up went well; execution of the event went as planned. No problems incurred.	